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Autore	Cairncross Alec <1911-1998, >
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Nota di contenuto	Front Cover; Introduction to Economics; Copyright Page; Preface; Table of Contents; List of Figures; List of Tables; Part I: Introductory; Chapter 1. What economics is about; Plan of the book; What is economics about?; The value of economic studies; Chapter 2. Production, consumption and trade; Production; Consumption; Utility; Unpaid services; Trade; The structure of production; Business units; The public sector; The market; Chapter 3. The factors of production; Factors as physical things; Factors as services; Enterprise as a factor; Financial assets as a factor; Labour; Land; Capital The factors of production and productivityPart II: Industrial organization; Chapter 4. Growth, transformation and development; Growth; Development; Chapter 5. Localization of industry; Natural advantages; Acquired advantages; Comparative advantages; Cumulative advantages; Chapter 6. Large-scale production; External economies; Internal economies; The logic of large-scale production; Chapter 7. Small-scale production; Managerial obstacles; Market obstacles; Financial obstacles; Chapter 8. The finance of large-scale production; Public companies; Shares and shareholders; Private companies The capital marketInvestment and risk; Diffusion of ownership; Speculation; Concentration of power; Division of interests; The joint-stock company and the control of industry; Chapter 9. The growth of business units; Motives and methods; Motives to growth; Methods of growth; Direction of growth; Growth and public policy; Part III: Supply and demand; Chapter 10. The price mechanism; Capitalism; The price

mechanism under capitalism; Government control; The function of prices; The theory of price or value; The importance of social institutions; Price and value

The labour theory of value and costs of productionChapter 11. Supply and demand; Supply and demand curves; Changes in demand and supply; Elasticity; The measurement of elasticity; Elasticity of demand and substitution; Practical importance of elasticity; Elasticity of supply; Elasticity and time; Fluctuation in prices; Instability; Difficulties in the construction of demand and supply curves; Chapter 12. Demand; The major influences on demand; The Principle of Substitution; Indifference curve analysis; Some problems; Chapter 13. Supply: cost and price; Marginal cost

Cost under perfect competition in the individual firmMarginal and average cost; Marginal cost and price; Average cost and price; Monopoly costs and prices; Price and marginal revenue; Perfect competition as a limiting case; A measure of monopoly; Price and average cost in a competitive industry; Price and average cost under monopoly; The logic and the facts: cost-plus pricing; Chapter 14. Monopoly and competition; Elements of competition under monopoly; Perfect competition; Elements of monopoly; Prices and cost under imperfect competition; Price-competition and service-competition
Selling costs

Sommario/riassunto

Introduction to Economics, Sixth Edition gives a general and nonmathematical introductory approach to the field of economics. The monograph also updates the reader with economic issues over the years and modern economic analysis. The book is divided into seven parts. Part I includes basic topics such as the aim and purpose of economics; production, consumption, and trade; and the factors of production. Part II discusses industrial organization; growth, transformation, and development; localization of industry; and large-scale production. Part III tackles the dynamics of supply and demand, whil
